

CALIFORNIA EXPOSITION & STATE FAIR

Minutes of the Cultural Advisory Council Meeting

**Held Pursuant to Due Notice
Thursday, September 30, 2010**

**California Exposition & State Fair
Administration Building Board Room
1600 Exposition Blvd.
Sacramento, California**

Council Members Present

Rory Kaufman, Chair
Shaunda Davis
Herbert Earl, Jr.
Mona Foster
Richard Novoa
Julie Radke
David Rasul
Natalie Raz
Jose Reynoso
Greg Shaw

Council Members Absent

Jerry Chong
Lynda Dotson
Walter Edwards
Matthew Franklin
Rosemary Jones
Stephanie Nguyen
Rachel Rios
Reggie Sears

Board Members & Staff Present

Brian May, Deputy General Manager (DGM)
Joan Evans, Interim Marketing Manager (IMM)
Tina Novoa, Event Coordinator (EC)
Robert Craft, Chief, Cal Expo Police Department (CEPD)

*May not include all others present in the room or arriving late.

1. CALL TO ORDER

The meeting was called to order by Chair Kaufman at 4:30 p.m.

2. ROLL CALL AND COUNCIL MEMBERS ABSENT

Roll call was taken and Council Members Chong, Dotson, Edwards, Franklin, Jones, Nguyen, Rios and Sears were not present.

3. INTRODUCTION OF STAFF & GUESTS

Introduction of Staff and Guests were made around the room. Staff in attendance: Joan Evans, Brian May, Tina Novoa and Bob Craft.

4. MINUTES OF MEETING

- a. Approval of Council Meeting Minutes from May 20, 2010
- b. Approval of Council Meeting Minutes from June 24, 2010

The Council approved the Meeting Minutes from May 20, 2010 and June 24, 2010, 10-0.

5. CONSENT CALENDAR

6. CORRESPONDENCE

7. UNFINISHED BUSINESS

8. NEW BUSINESS

- a. 2010 California State Fair Attendance & Revenue

DGM May reviewed the 2010 California State Fair Attendance & Revenue. A copy for review is on file.

- b. Review & Discussion of 2010 Advertising Campaign

IMM Evans reviewed the results of the 2010 Advertising Campaign. A copy of the Exit Survey Results by Meta Research was distributed and discussed. A copy for review is on file.

- c. Summary of 2010 State Fair Staff Retreat

DGM May reviewed the minutes of the 2010 State Fair Staff Retreat. A copy for review is on file.

d. Review & Discussion of Draft Staff goals for 2011

1. Operate the Cal Expo facility with a positive fund balance.
2. Review and update the existing master plan for a new or improved facility and develop a plan for implementation.
3. Continue the zero tolerance policy in public safety.
4. Adopt an advertising and public relations campaign that highlights and promotes Cal Expo's presence and contributions to the community and the industry at large.
5. Adopt a plan that evaluates the need for a new concert facility that attracts big name State Fair and year-round entertainment.
6. Continue to support the plan that addresses and removes the impediments and creates the operational flexibility for Cal Expo to seize opportunities and compete successfully in a regional environment.
7. Develop and maintain a multiple year theme program.
8. Develop a matrix that prioritizes the funding of programs based on fulfilling the mission statement, maintaining and growing fair attendance, and making a net financial contribution to the organization.
9. Develop a training module for orientation of all staff that includes guest/customer service, animal welfare, and public safety components.
10. Improve the ticketing program including the use of credentialing and complimentary tickets.

DGM May reviewed the Staff Goals for 2011.

e. Report on August 27 & 28 Board of Directors Retreat

f. Other Cal Expo Updates, if any

DGM May reviewed the 2010 State Fair revenues and noted that a reduction in income is forecasted to be \$2 million less than budgeted due in part to a shortfall in State Fair and Harness Racing revenues. When combined with anticipated budget increases outside of Cal Expo's control for 2011, approximately \$3 million in savings would be needed to balance the 2011 budget. This savings would result in cuts to every category of the budget. The Decision Tree was distributed and it was

explained that this criteria would serve as the basis to determine which programs would be retained and which would not be able to be offered in 2011.

9. ADDITIONAL STAFF & MEMBER UPDATES

Members of the Council expressed concern about protecting the community based programs including the advertising dollars. There was a discussion about the importance of attracting teens to the Fair.

Mona Foster thanked Chief Bob Craft and the Police Department for their work. She observed fewer law enforcement problems this year.

Julie Radke reported on some offensive language she heard at the Gospel Concert.

10. MATTERS OF INFORMATION

- a. Public Comments
- b. Member Comments
- c. Staff Comments
- d. Other Comments, if any

Members of the Council requested to meet on October 21, 2010 to hear a presentation on the proposed budget. The meeting will start at 4:30 p.m.

11. ADJOURNMENT

The meeting was adjourned at 6:00 p.m.